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10/549,509	10/21/2005	Kumar Venkateswara Vedantam	102790-197 (30086 US)	1348
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NORRIS, MCLAUGHLIN & MARCUS			EXAMINER	
875 THIRD AVE			ASD/ODL, MOHAMMAD REZA	
18TH FLOOR				
NEW YORK, NY 10022			ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Response to Arguments

Applicant's arguments filed 06/19/09 have been fully considered but they are not persuasive. Because:

A- In response to applicant's argument that: "Forgaci does not teach or suggest a perfumed laundry detergent composition wherein the perfume is added to a silicate and alkali metal salts carrier":

i)- it should be noted that the teachings of Forgaci are clearly to the contrary. In part (i) of page 6 (line 22) Forgaci teaches the addition of an aqueous perfume to an inorganic granular carrier material, and later he continues on to explain a detailed constituents of these inorganic materials such as sodium silicates (page 7: line 18, page 8: line 1-2) and sodium chloride (page 7: line 3) along with other water soluble inorganic sodium salts (same pages).

ii)- It should be noted that examiners reading of Forgaci is obviously different than applicant. It should be noted that the term addition of a perfume to silicate material and alkali, or alkaline earth metal salt could indeed be achieved by any conceivable means such as layering or mixing them, and this is construed as a directly a close reading of claim 1. Forgaci example 7 of Bares are clear on this issue.

B- Also it should be mentioned that even in case of slight variations in sequence adding perfume to absorbent material such as silicate and any others the MPEP clearly states that: Selection of any order of performing process steps is prima facie obvious in the absence of new or unexpected results. See also *In re Burhans*, 154 F.2d 690, 69 USPQ 330 (CCPA 1946) ; *In re Gibson*, 39 F.2d 975, 5USPQ 230 (CCPA 1930)

(Selection of any order of mixing ingredients is prima facie obvious.) [MPEP 2144.04 IV C].

C- In response to applicant's argument that: "Forgaci does not teach or suggest a free flowing (powdered) perfumed laundry detergent composition": it is noted that evidence is to the contrary; [7: 25-30].

Note: Claim 21 is cancelled.

Correspondence

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dr. M. Reza Asdjodi whose telephone number is (571)270-3295. The examiner can normally be reached on Monday-Friday 8:00-5:00 EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dr. Mark Eashoo can be reached on 571-272-1197. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like

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assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Mark Eashoo/
Supervisory Patent Examiner, Art Unit 1796

/M. Reza Asdjodi /
Examiner, Art Unit 1796
07/26/09